



# Podcasting Primer

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# What is a podcast?

- RSS Feed
- Enhanced with "embedded media" tag
- Also called “netcast” by Leo Laporte
- “Like TiVo for Radio”
- Has replaced drive-time/exercise-time radio for many people





# Media

- Media can be any popular format
  - MP3
  - AAC: Enhanced podcast
  - MP4 movies



# Podcatchers

- iTunes
- iPod and iPhone
- Other portable audio players
- Embedded players for webpages





# Why podcast?

- Vanity
- Entertainment
- News
- Promote or support a product or service
- Education
- Shows without “censors or sponsors”



# How?

- Source
- Production
- Distribution
- Support





# Sources

- Dictation
  - Important: Don't use laptop mike!
- Interviews
  - Dedicated recorders
  - iPod as a recorder
- Skype/Gizmo/Talkshoe



# Production

- Audio Editing
  - Free: Audacity and others
  - Worth the money: Garageband
- Get a headset for narration and listening
- Stingers and jingles
- Video editing: iMovie and upwards





# Always include

- Show name
- Show date
- “Issue number”
- Where to go online for show notes



# Distribution

- Free: archive.org (no RSS support)
- Free: odeo.com (inserted blurb)
- Cheap: Libsyn (incredible deal for startup)
- Many commercial hosting solutions
- Beware the knee in the curve if your downloads are excessive





# Bandwidth

- Voice MP3s are about a half MB/minute
- Music MP3s are about one MB/minute
- Videos can be 2 to 10 MB/minute
- Consider how many people might download your show
- Consider uploads per month for Libsyn



# Support

- Email comments
- Voicemail box (k7, Gizmo, GrandCentral)
- Blog
- Web community
- Mailing lists
- Interaction: chat rooms, IRC channels





# Getting better

- Listen to other podcasts!
- Note what you like, don't like
- Talk with other producers
- Attend podcaster conventions
- Read podcasting tips blogs
- Ultimately, it's just traditional editing



# Legal stuff

- Always make your re-use license clear
- Don't violate the copyright/license of others (the RIAA have many lawyers)
- Get a release from guests if you're paranoid
- “podsafe music” such as [music.podshow.com](http://music.podshow.com) or [magnatune.com](http://magnatune.com)
- Stingers and jingles in Garageband are free!





# Promoting your show

- Directories
- Cross-promotion
- Blog visibility



# Directories

- The iTunes directory is mandatory
- Simple form to fill out
- Takes a few days
- After that, worry about listing other places





# Cross-promotion

- Find like-minded podcasts
- If it's an interview format, ask to be a guest
- Offer at least a “bumper trade”
  - 30-second promos that appear in each other's podcast
- Consider developing a “network”



# Blog visibility

- Contribute to a relevant blog each day
- Make sure you're getting indexed
- People searching for keywords will see your blog
- That will lead them to your podcast
- Don't spam the blogs of others!





# Allocating time

- Yes, it's work, and takes time
- Audio production takes about 5 to 10 times the length of the final product
  - Reduces a bit if the shows are similar
- Video production can take a lot more!
- Produce a few before you commit to a schedule



# Be regular!

- If you're gonna be weekly, commit to it!
- Many podcasts have 6 to 12 shows, then a long gap, then the “apology show”, then another long gap
  - Don't be one of those shows
- Regularity builds audiences and visibility





# Demonstration

- Let's make a podcast!